

REMARKS

This Amendment is in response to the Office Action dated June 4, 2008. In the Office Action, claims 20-39 were rejected. With this Amendment, claims 20, 31 and 37 are amended and claim 35 is canceled. It is respectfully submitted that all pending claims 20-34 and 36-39 are in condition for allowance.

Examiner Interview

In August of 2008, Applicant's attorney had requested an interview with the Examiner. Unfortunately, the Examiner was unable to conduct an interview before the September 4, 2008 response deadline due to the end of the USPTO fiscal year being in September. Applicant's attorney plans to contact the Examiner after September 30, 2008 to schedule an interview based on the submitted amendments.

§103 Claim Rejections

Claims 20-39 were rejected under 35 U.S.C. 103(a) as being unpatentable over Sleeper (US 6,401,074) and Agarwal et al (US 6,314,466) in view of Grant et al (US 4,660,168). Of these claims, claims 20, 31 and 37 are independent. Claims 20, 31 and 37 are amended to incorporate features in the specification on page 11, lines 7-24.

Sleeper describes a point-of-sale system that displays promotional information to a customer based on the identity of an item that the customer is purchasing. Agarwal et al. describes random access to a multimedia object over a network. A pre-roll calculation program determines a pre-roll transmission period for each segment of a multimedia data object. The pre-roll corresponds to a length of time for receiving or an amount of data received before beginning the rendering of the data. The pre-roll calculation iterates through each segment of the multimedia data object and determines necessary pre-roll that is need to play the entire multimedia object without interruption starting at any selected segment. Grant describes tasks in an ATM system that are suspended as they wait for an external event. The external event triggers

a task to change from a suspended state to an active state. In Grant, trigger events can be one of three types: the signaling of a semaphore, the reception of a message or the expiration of a timer.

It is respectfully submitted that the Examiner has failed to properly ascertain the differences between the claimed invention and the cited references and therefore has failed to clearly articulate reasons to support a legal conclusion of obviousness for independent claims 20, 31 and 37. In particular, the combination of cited references fail to describe “wherein the control unit includes an internal timer, the control unit is configured to display each multimedia entry on the customer display device for a duration of time based on the internal timer until the event management unit detects a trigger event, upon detection of the trigger event, the control unit interrupts the sequence of multimedia entries and changes the multimedia content to be displayed on the customer display device by displaying a different sequence of multimedia entries that match a type of the detected trigger event as indicated in the infomercial database” as claimed in claim 20.

Applicant agrees with the Examiner in that Sleeper discloses promotional information on a customer display and that Sleeper fails to disclose a sequence of multimedia entries being displayed. Applicant agrees with the Examiner in that Agrawal discloses segments of dated being displayed in an uninterrupted and smooth way and that Agrawal fails to disclose the occurrence of a trigger event in which interrupts the sequence of multimedia entries. However, the Applicant respectfully disagrees with the Examiner and submits that Grant fails to remedy the deficiencies of the Sleeper and Agrawal references. Although Grant describes an ATM system that receives a trigger event that changes a task from suspended to activated, nowhere in any of the cited references does a trigger event interrupt the sequence multimedia content on a customer display device as claimed. Nowhere in any of the cited references does a trigger event interrupt the sequence of multimedia content by displaying a different sequence of multimedia entries as claimed. Nowhere in any of the cited references does a trigger event interrupt the sequence of multimedia content by displaying a different sequence of multimedia entries that match a type of the trigger event as claimed.

It is respectfully submitted that claim 20 is in condition for allowance. In addition, it is respectfully submitted that claims 21-30 are also in condition for allowance at least based on

their dependence on claim 20. However, claims 21-30 are in condition for allowance for additional reasons. For example, the combination of references also fail to teach or suggest that “the customer display device comprises a touch sensitive screen” such that customers can interact with the customer display device as claimed in claim 29.

In regards to claim 31, the combination of cited references fail to describe “accessing an infomercial database that includes types of trigger events and their corresponding sequence of multimedia entries to be displayed upon occurrence of the type of trigger event; interpreting the processed input data to determine when a trigger event occurs that requires an update to the customer display device; displaying a sequence of multimedia entries on the customer display device, each multimedia entry of the sequence of multimedia entries is displayed for a duration of time; detecting a trigger event; and interrupting the sequence of multimedia entries to change content on the customer display device to a different sequence of multimedia entries that match the type of trigger event.”

As discussed above in regard to claim 20, the Applicant respectfully disagrees with the Examiner and submits that Grant fails to remedy the deficiencies of the Sleeper and Agrawal references. Although Grant describes an ATM system that receives a trigger event that changes a task from suspended to activated, nowhere in any of the cited references does an infomercial database include types of trigger events and their corresponding sequence of multimedia entries as claimed. Nowhere in any of the cited references is the sequence of multimedia entries interrupted upon the detecting of a trigger event. Nowhere in any of the cited references does the interruption occur to change content on the customer display device to a different sequence of multimedia entries that match the type of trigger event.

It is respectfully submitted that claim 31 is in condition for allowance. In addition, it is respectfully submitted that claims 32-34 and 36 are also in condition for allowance at least based on their dependence on claim 31.

In regards to claim 37, the combination of cited references fail to describe accessing sequences of multimedia entries that are stored in an infomercial database, each sequence of

multimedia entries correspond with a type of trigger event; displaying a select sequence of multimedia entries on a customer display device during the point-of-sales transaction, wherein each multimedia entry in the select sequence of multimedia entries is displayed for a duration of time; receiving an input indicative of a trigger event while the select sequence of multimedia entries are displayed; and displaying a different sequence of multimedia entries than the select sequence of multimedia entries, the different sequence of multimedia entries match the received trigger event.”

As discussed above in regard to claims 20 and 31, the Applicant respectfully disagrees with the Examiner and submits that Grant fails to remedy the deficiencies of the Sleeper and Agrawal references. Although Grant describes an ATM system that receives a trigger event that changes a task from suspended to activated, nowhere in any of the cited references does an infomercial database store sequences of multimedia entries where each sequence corresponds with a type of trigger event. Nowhere in any of the cited references are a different sequence of multimedia entries get displayed than the select sequence of multimedia entries match a received trigger event.

It is respectfully submitted that claim 37 is in condition for allowance. In addition, it is respectfully submitted that claims 38-39 are also in condition for allowance at least based on their dependence on claim 37.

It is respectfully submitted that all pending claims 20-34 and 36-39 are in condition for allowance. Reconsideration and favorable action is respectfully requested.

The Director is authorized to charge any fee deficiency required by this paper or credit any overpayment to Deposit Account No. 23-1123.

Respectfully submitted,

WESTMAN, CHAMPLIN & KELLY, P.A.

By: /Leanne Taveggia Farrell/
Leanne Taveggia Farrell, Reg. No. 53,675
900 Second Avenue South, Suite 1400
Minneapolis, Minnesota 55402-3244
Phone: (612) 334-3222 Fax: (612) 334-3312

LTF/kjl/jmt